R J Reynolds
Tobacco Company

G. H. MOULTON
Chain Accounts Manager

110 Lake Avenue South, Suite #41, Bldg. #2
Nesconset, NY 11767
516-724-1430
Fax 516-724-2864

October 2, 1995

To: New York Metro ROU ✓
(For All Divisions With Rx Place)

Subject: ***RX Place - Contracts***
(ID #1153 00 00)

Mr. Don Shahrabani has agreed to participate in our Base Contract and Co-Marketing program: PK BASE SS AA and CMFPK AA, effective 10/1/95.

Attached is a plan-o-gram indicating placement of our displays. RJR will have two full price displays on the front counter. Each display will consist of two 40 pack trays with signage (total 32 facings). The savings display will be placed behind the counter.

Displays have been ordered for delivery to the stores. Please ensure installation is completed upon delivery notification.

If you encounter any problems, please contact me via Voice Mail (#46958).

Sincerely,

George

George H. Moulton

GHM/pk
att.

n:\contract.doc

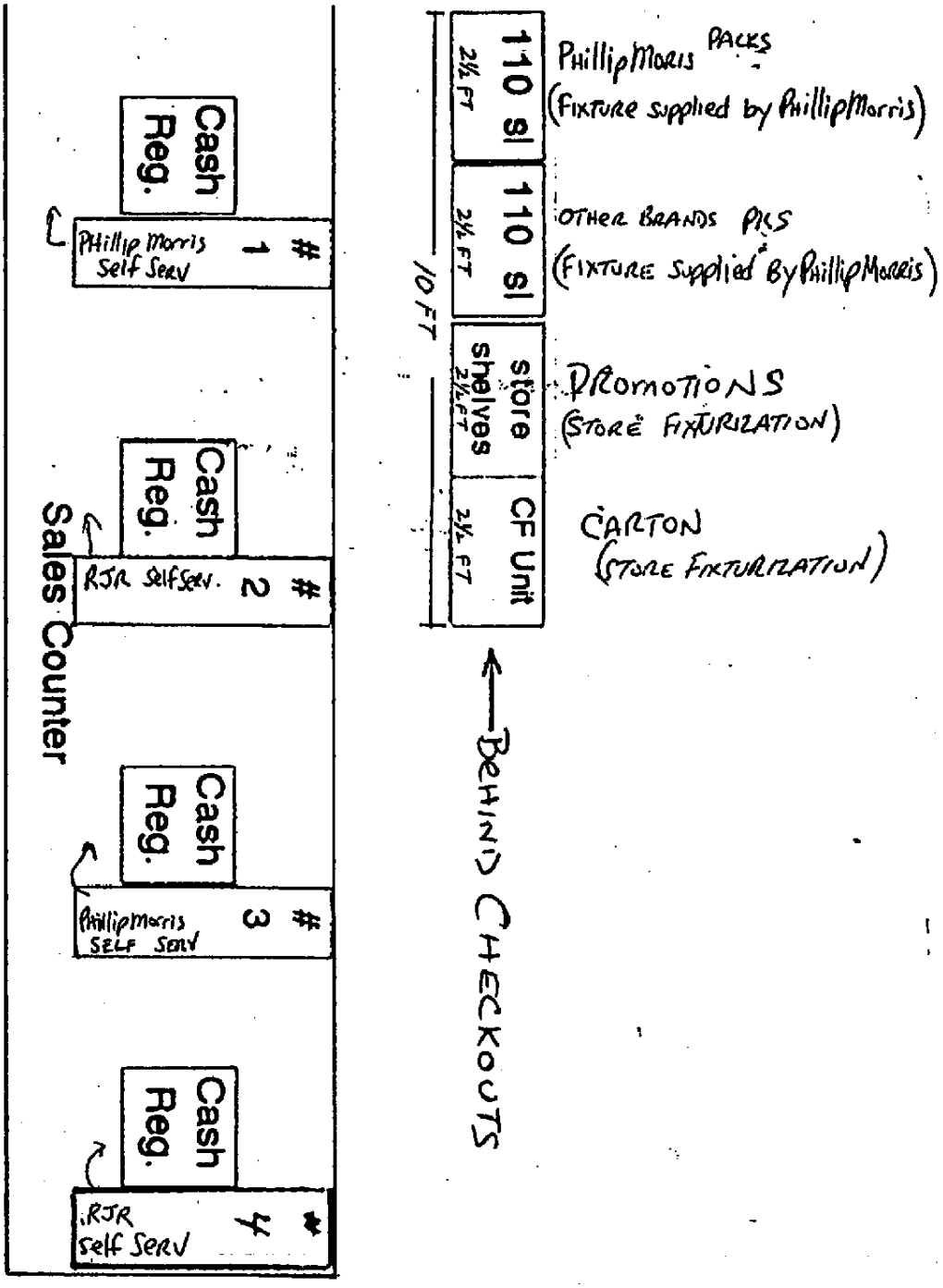
Sales		Retail	
1221	5, 8	1222	28
1222		1223	29
1223		1226	23, 29
1224	2, 3, 5, 6, 9	1229	20, 22, 26, 27, 29, 30
1225	3, 8	ROM	
1226		PC	SC
1229	2, 5, 7, 9	MC	PA
1240			
1244	RSM	RBM	

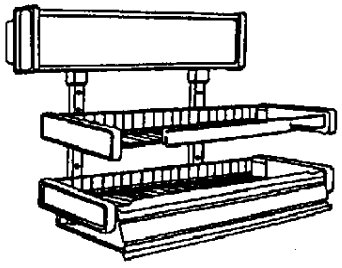
51855 0897

"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/glxn0000

51855 0898





COUNTER DISPLAY 1
(Diagram No. 301)

Source: https://www.industrydocuments.ucsf.edu/docs/glxn0000